

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> WFSB - TV Hartford, CT	<b>Date:</b> 08/08/2012
--	----------------------------

I, Devon Prescod  
do hereby request station time concerning the following issue:

--

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

# SEE ATTACHED

Date of First Broadcast: 08/09/2012

Date of Last Broadcast: 08/13/2012

**Total Charges:** \$\*\*\*\*\*31,875.00 NET

This broadcast time will be used by: New Direction Project

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**



Yes



No



For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

08/08/2012

Date



Signature

770-427-0735

Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**



Accepted



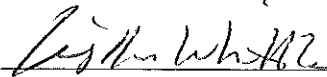
Accepted in Part



Rejected



Signature



Printed Name



Title





REP HEADLINE# 6268078

\*\*\* UNAPPROVED REV #1 \*\*\*

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

\*\*CHANGES\*\*

AUG8/12 12.33

\*\*\* WFSB-TV \*\*\*

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
:	:	LINE#	:	:	:	:	DATE	DATE	:	:	:	:

MARKET TOTALS \$75,000
WFSB 50%
WTVH 31%
WVIT 10%
WTIC 9%
WCTX 0%
WCCT 0%
WHPX 0%
CABL 0%

ACCURATE SHARES

SVC- NSI
DEMOS- RA35+\*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME

P-CLASS,PLAN,SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS \*-MULTIPLE

## CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**LUC Media Inc**  
**25 Whitlock Place SW**  
**Suite 201**  
**Marietta, GA 30064**

<b>Contract / Revision</b> 488709 /		<b>Alt Order #</b> 06268078
<b>Product</b> NEW DIRECTION PROJEC		
<b>Contract Dates</b> 08/09/12 - 08/14/12		<b>Estimate #</b>
<b>Advertiser</b> New Direction Project		<b>Original Date / Revision</b> 08/08/12 / 08/08/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	08/10/12	08/10/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----1--				1	\$500.00			
N 2	WFSB	08/13/12	08/13/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$500.00			
N 3	WFSB	08/10/12	08/10/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----1--				1	\$700.00			
N 4	WFSB	08/13/12	08/13/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$700.00			
N 5	WFSB	08/09/12	08/10/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				2	\$950.00			
N 6	WFSB	08/13/12	08/13/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$950.00			
N 7	WFSB	08/10/12	08/10/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	-----1--				1	\$950.00			
N 8	WFSB	08/13/12	08/13/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$950.00			
N 9	WFSB	08/09/12	08/10/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$600.00			
N 10	WFSB	08/13/12	08/13/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	2-----				2	\$600.00			
N 11	WFSB	08/10/12	08/10/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u> 488709 /		<u>Alt Order #</u> 06268078
<u>Contract Dates</u> 08/09/12 - 08/14/12	<u>Product</u> NEW DIRECTION PRO.	<u>Estimate #</u>
<u>Advertiser</u> New Direction Project		<u>Original Date / Revision</u> 08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$2,100.00			
N 12	WFSB	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$2,100.00			
N 13	WFSB	08/11/12	08/11/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$375.00			
N 14	WFSB	08/11/12	08/11/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$625.00			
N 15	WFSB	08/12/12	08/12/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$625.00			
N 16	WFSB	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$950.00			
N 17	WFSB	08/10/12	08/10/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$1,200.00			
N 18	WFSB	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,200.00			
N 19	WFSB	08/09/12	08/10/12	10am-11am	10am - 11am		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$400.00			
N 20	WFSB	08/13/12	08/13/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$400.00			
N 21	WFSB	08/10/12	08/10/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$400.00			
N 22	WFSB	08/13/12	08/13/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$400.00			
N 23	WFSB	08/10/12	08/10/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$500.00			
N 24	WFSB	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00			
N 25	WFSB	08/10/12	08/10/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$650.00			
N 26	WFSB	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$650.00			
N 27	WFSB	08/10/12	08/10/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$950.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
 333 Capital Blvd  
 Rocky Hill, CT 06067  
 (860)728-3333

<u>Contract / Revision</u>	<u>Alt Order #</u>
488709 /	06268078

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/09/12 - 08/14/12	NEW DIRECTION PRO.	

<u>Advertiser</u>	<u>Original Date / Revision</u>
New Direction Project	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	WFSB	08/13/12	08/13/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$950.00			
N 29	WFSB	08/10/12	08/10/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$1,500.00			
N 30	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
N 31	WFSB	08/09/12	08/10/12	Eyewitness News	5:30pm - 6pm		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$1,500.00			
N 32	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
D 33	WFSB	08/11/12	08/11/12	Eyewitness News	6pm - 6:30pm		:30			NM	0	\$0.00
N 34	WFSB	08/11/12	08/11/12	Sa Late News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$1,200.00			
N 35	WFSB	08/12/12	08/12/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$375.00			
N 36	WFSB	08/14/12	08/14/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	-T-----				1	\$700.00			
Totals											44	\$37,500.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/14/12	44	\$37,500.00	\$31,875.00
<b>Totals</b>	<b>44</b>	<b>\$37,500.00</b>	<b>\$31,875.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.

REP HEADLINE# 6268078  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

REP HEADLINE# 6268078  
\*\*\* ORIGINAL REV#0 \*\*\*

ADV # \_\_\_\_\_ ADV. NAME ISS/NEW DIRECTION PROJECT REP. # \_\_\_\_\_ OFF. # \_\_\_\_\_ SALESMAN # \_\_\_\_\_

AGY # \_\_\_\_\_ AGY. NAME LUC, INC. BUYER NAME DEYON ORSOG

25 WHITLOCK PLACE, SW, SUITE 201  
MARIETTA, GA 30064

ORDER #	CONTRACT # 6268078	CLASS: NATL.	REGIONAL
PRDCT	NEW DIRECTION PROJEC	EST#	COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES	AUG9/12	AUG13/12	WK-1
CITY TAX		STATE TAX	
CO-OP BILLING NEEDED			DATE AUG8/12 10.50

REP: NEW ORDER  
TOTAL \$37,500 @ 44X  
PLEASE CONFIRM  
THANKS! ASHLEY FOR HEATHER

CON CM \*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*  
NEW DIRECTION PROJECT

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			500A-530A	30		\$500.00	8/10	8/10	1		FRI	1
PROGRAM : 5A NEWS												
2			500A-530A	30		\$500.00	8/13	8/13	1		MON	1
PROGRAM : 5A NEWS												
3			530A-600A	30		\$700.00	8/10	8/10	1		FRI	1
PROGRAM : 530A NEWS												
4			530A-600A	30		\$700.00	8/13	8/13	1		MON	1
PROGRAM : 530A NEWS												
5			600A-630A	30		\$950.00	8/9	8/10	2		TH-F	2
PROGRAM : 6A NEWS												





REP HEADLINE# 6268078  
\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399 FAX# 703-516-9680  
CREDIT ADVISORY: AGENCY CREDIT RISK !!!  
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG8/12 10.50 \*  
\*\* WFSB-TV \*\*

:LINE#:	REP	:CD:	TIME PERIOD	:LGTH:	:SEC:	RATE	:START DATE:	:END DATE:	:SPTS/WK:	WEEK INVT	DAYS	TOTL: :SPTS:
18			1100P-1135P	30		\$1,200.00	8/13	8/13	1		MON	1
PROGRAM : 11P NEWS												
19			1000A-1100A	30		\$400.00	8/9	8/10	2		TH-F	2
PROGRAM : REG AND KEL												
20			1000A-1100A	30		\$400.00	8/13	8/13	1		MON	1
PROGRAM : REG AND KEL												
21			1000A-1100A	30		\$400.00	8/10	8/10	1		FRI	1
PROGRAM : LET'S MAKE A DEAL												
22			1000A-1100A	30		\$400.00	8/13	8/13	1		MON	1
PROGRAM : LET'S MAKE A DEAL												
23			1100A-1200N	30		\$500.00	8/10	8/10	1		FRI	1
PROGRAM : PRICE IS RIGHT												
24			1100A-1200N	30		\$500.00	8/13	8/13	1		MON	1
PROGRAM : PRICE IS RIGHT												
25			1200N-1230P	30		\$650.00	8/10	8/10	1		FRI	1
PROGRAM : NOON NEWS												
26			1200N-1230P	30		\$650.00	8/13	8/13	1		MON	1
PROGRAM : NOON NEWS												
27			400P-500P	30		\$950.00	8/10	8/10	1		FRI	1
PROGRAM : DR OZ												
28			400P-500P	30		\$950.00	8/13	8/13	1		MON	1
PROGRAM : DR OZ												
29			500P-530P	30		\$1,500.00	8/10	8/10	1		FRI	1
PROGRAM : 5P NEWS												

REP HEADLINE# 6268078

\*\*\* ORIGINAL REV#0 \*\*\*

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

FAX# 703-516-9680

HARRIS REPORT FROM REP

AUG8/12 10.50

\*\*\* WFSB-TV \*\*\*

:LINE#:REP	:CD:	TIME PERIOD	: LGTH :	: SEC :	RATE	: START DATE :	END DATE :	:SPTS: /WK:	WEEK INVT :	DAYS	:TOTL: :SPTS:
30		500P-530P	30		\$1,500.00	8/13	8/13	1		MON	1
PROGRAM : 5P NEWS											
31		530P-600P	30		\$1,500.00	8/9	8/10	2		TH-F	2
PROGRAM : 530P NEWS											
32		530P-600P	30		\$1,500.00	8/13	8/13	1		MON	1
PROGRAM : 530P NEWS											
33		600P-630P	30		\$700.00	8/11	8/11	1		SAT	1
PROGRAM : SAT 6P NEWS											
34		1100P-1135P	30		\$1,200.00	8/11	8/11	1		SAT	1
PROGRAM : SAT 11P NEWS											
35		600A-700A	30		\$375.00	8/12	8/12	1		SUN	1
PROGRAM : SU 6A NEWS											
AUG/12 37500.00											
										CONTRACT TOTAL	37500.00
										TOTAL SPOTS	44

MARKET TOTALS \$75,000

WFSB 50%

WTTNH 31%

WVIT 10%

WTIC 9%

WCTX 0%

WCCT 0%

WHPX 0%

ACCURATE SHARES

SVC- NSI

DEMOS- RA35+\*

## CONTRACT



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

And:

**LUC Media Inc**  
**25 Whitlock Place SW**  
**Suite 201**  
**Marietta, GA 30064**

<b>Contract / Revision</b> 488709 /		<b>Alt Order #</b> 06268078
<b>Product</b> NEW DIRECTION PROJEC		
<b>Contract Dates</b> 08/09/12 - 08/13/12		<b>Estimate #</b>
<b>Advertiser</b> New Direction Project		<b>Original Date / Revision</b> 08/08/12 / 08/08/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WFSB	<b>Account Executive</b> Heather Uttley	<b>Sales Office</b> HRP-WASHING
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
N 1	WFSB	08/10/12	08/10/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----1--				1	\$500.00			
N 2	WFSB	08/13/12	08/13/12	Eyewitness News	5am - 5:30am		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$500.00			
N 3	WFSB	08/10/12	08/10/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----1--				1	\$700.00			
N 4	WFSB	08/13/12	08/13/12	Eyewitness News	5:30a - 6am		:30			NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$700.00			
N 5	WFSB	08/09/12	08/10/12	Eyewitness News	6am - 6:30am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				2	\$950.00			
N 6	WFSB	08/13/12	08/13/12	Eyewitness News	6am - 6:30am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$950.00			
N 7	WFSB	08/10/12	08/10/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	----1--				1	\$950.00			
N 8	WFSB	08/13/12	08/13/12	Eyewitness News	6:30am - 7am		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	1-----				1	\$950.00			
N 9	WFSB	08/09/12	08/10/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/06/12	08/12/12	---TF--				3	\$600.00			
N 10	WFSB	08/13/12	08/13/12	CBS: THE EARLY SHOW	7am - 9am		:30			NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	08/13/12	08/19/12	2-----				2	\$600.00			
N 11	WFSB	08/10/12	08/10/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

Contract / Revision	Alt Order #
488709 /	06268078

Contract Dates	Product	Estimate #
08/09/12 - 08/13/12	NEW DIRECTION PRO.	

Advertiser	Original Date / Revision
New Direction Project	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$2,100.00			
N 12	WFSB	08/13/12	08/13/12	Eyewitness News	6pm - 6:30pm		:30			NM	1	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$2,100.00			
N 13	WFSB	08/11/12	08/11/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$375.00			
N 14	WFSB	08/11/12	08/11/12	7a-9a Sat. Eyewitness New	7am-9am		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2-				2	\$625.00			
N 15	WFSB	08/12/12	08/12/12	7a-9a Sun Eyewitness News	7am-9am		:30			NM	2	\$1,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$625.00			
N 16	WFSB	08/12/12	08/12/12	CBS Sunday Morning	9:00am - 10:30am		:30			NM	2	\$1,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----2				2	\$950.00			
N 17	WFSB	08/10/12	08/10/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$1,200.00			
N 18	WFSB	08/13/12	08/13/12	Eyewitness News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,200.00			
N 19	WFSB	08/09/12	08/10/12	10am-11am	10am - 11am		:30			NM	2	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$400.00			
N 20	WFSB	08/13/12	08/13/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$400.00			
N 21	WFSB	08/10/12	08/10/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$400.00			
N 22	WFSB	08/13/12	08/13/12	10am-11am	10am - 11am		:30			NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$400.00			
N 23	WFSB	08/10/12	08/10/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$500.00			
N 24	WFSB	08/13/12	08/13/12	11a-12p Price is Right	11am - 12pm		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$500.00			
N 25	WFSB	08/10/12	08/10/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$650.00			
N 26	WFSB	08/13/12	08/13/12	Eyewitness News	12pm - 12:30PM		:30			NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$650.00			
N 27	WFSB	08/10/12	08/10/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$950.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.



**WFSB**  
**333 Capital Blvd**  
**Rocky Hill, CT 06067**  
**(860)728-3333**

<u>Contract / Revision</u>	<u>Alt Order #</u>
488709 /	06268078

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
08/09/12 - 08/13/12	NEW DIRECTION PRO.	

<u>Advertiser</u>	<u>Original Date / Revision</u>
New Direction Project	08/08/12 / 08/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
<hr/>												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
N 28	WFSB	08/13/12	08/13/12	4p-5p Dr. Oz	4pm-5pm		:30			NM	1	\$950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$950.00			
<hr/>												
N 29	WFSB	08/10/12	08/10/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	----1--				1	\$1,500.00			
<hr/>												
N 30	WFSB	08/13/12	08/13/12	Eyewitness News	5pm - 5:30pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
<hr/>												
N 31	WFSB	08/09/12	08/10/12	Eyewitness News	5:30pm - 6pm		:30			NM	2	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	---TF--				2	\$1,500.00			
<hr/>												
N 32	WFSB	08/13/12	08/13/12	Eyewitness News	5:30pm - 6pm		:30			NM	1	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/13/12	08/19/12	1-----				1	\$1,500.00			
<hr/>												
D 33	WFSB	08/11/12	08/11/12	Eyewitness News	6pm - 6:30pm		:30			NM	0	\$0.00
<hr/>												
N 34	WFSB	08/11/12	08/11/12	Sa Late News	11PM - 11:35PM		:30			NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1-				1	\$1,200.00			
<hr/>												
N 35	WFSB	08/12/12	08/12/12	Eyewitness News Weekend	6am - 7am		:30			NM	1	\$375.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		08/06/12	08/12/12	-----1				1	\$375.00			
<hr/>												
Totals											43	\$36,800.00

Time Period	# of Spots	Gross Amount	Net Amount
07/30/12 - 08/13/12	43	\$36,800.00	\$31,280.00
<b>Totals</b>	<b>43</b>	<b>\$36,800.00</b>	<b>\$31,280.00</b>

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

Meredith Broadcasting does not accept advertising sales agreements that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising sales agreement with Meredith Broadcasting, whether verbal or written.